ON TRACK

FOR PARTICIPANTS IN MARLBORO UNLIMITED RETAILER REWARDS

RETAILERS HELPED MAKE PROMOTION HISTORY WITH THE LAUNCH OF MARLBORO UNLIMITED.

It happened the week of November 6, 1995; retailers across the nation helped to launch the Marlboro Unlimited promotion. To celebrate the launch and learn more about you, the retailer, and your business, approximately 3,500 Philip Morris employees from senior vice presidents to the sales force spent *a week in the field*. The effort was intense: they came from east, west and in between... from corporate headquarters, Richmond and regional offices... to discuss business strategies and to help place literally tons of point-of-sale material.

Everyone pulled together to create colorful, high-impact displays to provide maximum awareness of Marlboro Unlimited. Retailers placed materials in key locations where customers could see the latest news from Marlboro Country.

In addition to putting up POS, the Marlboro Unlimited launch was a great opportunity for Philip Morris employees to hear first hand retailers' *thoughts, concerns and ideas* about their business. This was a great learning experience for all of us at Philip Morris and we really appreciate all your ideas and input.

Thanks to retailers from coast-to-coast, the biggest promotion in Marlboro's history is now under way.

UNFAZED BY SNOW IN GREAT FALLS, MONTANA

UNLIMITED UPDATE

To keep up the momentum, Marlboro kicked off the new year in **January** with a buy four get one pack free with video offer. Consumers got a video that took them straight to Marlboro Country for a closer look at the Marlboro Unlimited and a sneak preview of The Train, The Trip and The Gear.

In March and April, Marlboro introduced unique side-by-side packaging with 2 packs of Marlboro reduced by at least 40¢ and a consumer bounce back offer of a choice of 2 specially designed Marlboro Unlimited T-shirts.

In **April**, accounts were sent Marlboro Unlimited sweepstakes materials to provide a bold call-out to consumers to get their sweepstakes entry forms in before the end of the program on April 30.

In **May**, winners in the Marlboro Unlimited sweepstakes were selected.

THE SCHEDULE

LOOK WHAT'S COMING DOWN THE TRACK...

June - July

Beginning June 17, Marlboro will be ...

ANSWERS UNLIMITED

Answers to questions you ask us, and consumers ask you!

Q. How are catalog points credited to my store?

A. All Marlboro Unlimited catalogs have been coded and can be tracked to a particular store. That way, whenever a customer places an order from a catalog obtained in your store you automatically receive 1,000 points.

Q. How often will I receive a statement?

A. You will receive four statements throughout this program. You are able to use your Points to order up to four items over the course of the program. Each statement will include an order form and will tell you how many points you have available to order gear items as of the statement date. If a account has signed up for the program at the headquarters level, only the headquarters will receive a statement.

Q. Whom should I contact if I have questions about the Marlboro Unlimited Retailer Rewards Program?

A. You should speak with your Philip Morris representative or call 1-800-577-3777.

Q. Whom should my consumers contact if they have questions about Marlboro Unlimited Gear?

A. Consumers should call 1-800-MARLBORO (1-800-627-5267).

Q. How can I find out who won the Marlboro Unlimited consumer sweepstakes?

A. ...

TAKING ON THE WEST

BEHIND THE SCENES OF THE MARLBORO UNLIMITED TRAIN

Not one, but two powerful locomotives will lead the Marlboro Unlimited on a one-of-a-kind adventure through Marlboro Country. Specially built by General Motors Electro-Motive Division for Philip Morris, these twin F59PHI diesel electric engines are unique in body shape and technology. "Isolated" cabs called Whisper Cabs, keep noise and vibration levels to a minimum. These locomotives are among the most distinctive and technologically advanced locomotives at work in the United States today.

The locomotive exteriors have been customized with the trademark Marlboro red and white. When they are hooked up to the 18 deluxe passenger cars that make up the *Marlboro Unlimited* they will help usher in a new generation of luxury travel. Altogether, the train will be a third of a mile long and 17 feet tall. It has custom-designed railcars with an authentic Western flair including *dining rooms, cinema, library,* saloon, dance club, observation lounges and a Spa car with hot tubs, massage rooms, an open air platform ... this extraordinary train as it roars through the West.

50 retailers and their guests will also win a trip on the Marlboro Unlimited. To qualify, accounts participating in Marlboro Unlimited Retailer Rewards must accumulate 75,000 or more points per store location.

LOCOMOTIVE FACTS

Built by:	General Motors Electro-Motive Division
Type:	F59PHI Diesel-electric Units
Distinctive Features:	Unique Nose Design. Bright Marlboro Red Color
Power:	3,000 Horsepower x 2 Locomotives = 6,000 Horsepower
Innovations:	"Whisper Cabs" reduce noise and vibration

Marlboro Unlimited Locomotive

Manufactured by General Motors

THE MARLBORO UNLIMITED IS MAKING NEWS FROM WALL STREET TO MAIN STREET!

"Marlboro Unlimited" Is On Track

Luxury Train Will Be Smokin' Across Marlboro Country

Marlboro Streams Ahead Of Rivals With Festive Bills

Red Thunder

Basic Train-ing

Marlboro's Unlimited-ness

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Source: https://www.industrydocuments.ucsf.edu/docs/lxnn0003